

Rep Order# 6839269 Ver# 7 Mod# 3 Status Confirmed
EC'd Yes

218 Printed: 08/21/2012 8:24 AM
Last Received: 08/16/2012 10:17 AM
Showing Bvnlines: All Lines

1 of
4

Station	KSNV-TV LAS VEGAS, NV.
Advertiser	(), RNC/ROMNEY FOR PRES
Product	RNC-ROMNEY
Estimate#	313
Buyer	STEPHANIE KINCAID
Phone#	

Agency	() AMERICAN RAMBLER PRODUCTIONS	Rep Firm
	138 CONANT STREET	Sales Office () PHILADELPHIA
Agency C/P1/P2/E	BEVERLY, MA 02494	Salesperson () AMY MCCREARY
Flight Dates	/3/13	Salesperson Phone# 215-568-6540
Hiatus Weeks	08/08/2012 - 08/14/2012	Salesperson FAX# 215-568-1845

-CONTRACT COMMENT-

RNC - ROMNEY SC=7

LT	In	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost
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1	W-F	8P-112A	:30	\$6,000.00	08/08-08/10	1	1	1	1	1	\$6,000.00
2	W-F	5P-630P	:30	\$1,000.00	08/08-08/10	1	1	1	1	1	\$1,000.00
3	W-F	6A-7A	Buyline Comment: NEWS								
4	M-TU	6A-7A	Buyline Comment: NEWS								
5	M-TU	7A-9A	Buyline Comment: TODAY								
6	W-F	7A-9A	Buyline Comment: TODAY								
7	M-TU	9A-10A	Buyline Comment: TODAY LT								
8	W-F	9A-4P	Buyline Comment: ONLY DAY								
9	M-TU	10A-11A	Buyline Comment: TODAY 3								
10	M-TU	11A-12P									
			:30	\$325.00	08/13-08/14	2	1	2	2	2	\$650.00

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Traffic Order# 105218 Last Received: Printed: 08/21/2012 8:24 AM
08/16/2012 10:17 AM

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EC'd Yes

Showing Buylines: All Lines

Station	KSNV-TV LAS VEGAS, NV.	Advertiser	(RNC/ROMNEY FOR PRES	Product	RNC-ROMNEY	Estimate#	313	Buyer	STEPHANIE KINCAID	Phone#	Fax#	LT	In	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
Agency	() AMERICAN RAMBLER PRODUCTIONS	Sales Firm	() PHILADELPHIA	Sales Office	() BEVERLY, MA 02494	Salesperson	() ANNY MCCREARY	138 CONANT STREET	//313	Flight Dates	08/08/2012 - 08/14/2012	Hiatus Weeks												
Agency C/P/I/P2/E		Salesperson Phone#	215-568-6540	Salesperson FAX#	215-568-1845																			
23	W-F	730P-8P				:30	\$750.00	08/08-08/10	3															
24	W-F	12A-1235A				:30	\$1,000.00	08/08-08/10	6															
25	SA	9A-6P				:30	\$1,000.00	08/08-08/10	6															
26	SA	730P-8P				:30	\$1,700.00	08/11-08/11	4															
27	SA	8P-12A				:30	\$750.00	08/11-08/11	0															
28	SA	12A-1230A				:30	\$6,000.00	08/11-08/11	2															
29	SU	6A-6P				:30	\$1,000.00	08/11-08/11	2															
30	SU	6P-630P				:30	\$1,700.00	08/12-08/12	4															
31	SU	12A-1230A				:30	\$1,000.00	08/12-08/12	2															

—REPORT TOTALS—

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Printed: 08/21/2012 8:24 AM

Station KSNV-TV LAS VEGAS, NV.
Advertiser () RNC/ROMNEY FOR PRES
Product RNC-ROMNEY
Estimate# 313
Buyer STEPHANIE KINGAID
Phone#
Fax#

Report Totals: 101 / \$112,850.00

Agency () AMERICAN RAMBLER PRODUCTIONS
138 CONANT STREET
BEVERLY, MA 02494
Agency C/P1/P2/E //313
Flight Dates 08/08/2012 - 08/14/2012
Hiatus Weeks

Rep Firm () PHILADELPHIA
Sales Office () AMY MCCREARY
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

Aug 12: 101 / \$112,850.00
Sales Totals: 101 / \$112,850.00
Station Totals: 101 / \$112,850.00
Lines not sent/rclld/rtrn: 0 / \$0.00

—COMPETITIVE—

Market	Market Totals	CATV	KELR	KING	KLAS	KSNV	KVVU
XXXX	\$341,970	0%	0%	0%	30%	33%	15%
		KINN	KIUD	KVCW	KVMY		
		20%	0%	1%	1%		
		0%					

—SALES MONTHLY TOTALS—
NME ORDER
EST SHARES

Books JUL12 RA35+
Demos

—CREDIT RISK—
CASH IN ADVANCE